

Meeting of the Minds in Monterey

A WORKFORCE POLICY AND LEADERSHIP CONFERENCE

September 4-6, 2012 / Monterey Marriot

eNewsletter

MEETING OF THE MINDS IN MONTEREY

Collective Impact

September 4 - 6, 2012

Monterey Marriott Hotel

(July 22 Draft subject to change)

Tuesday, September 4, 2012

PRECONFERENCE SESSIONS

The New Cal Jobs: Issues and Challenges

This high level session will provide a forum for the exchange of information and the surfacing of continuing challenges in the transition to the new CalJobs system. The session will help locals prepare for the planned Phase I B, discuss WIA case management and functionality issues, including tips for making the transition smooth for both clients and staff.

The State Strategic Plan: Overview and Exchange (Tim Rainey/ CWIB)

OFFICIAL GATHERING OF THE MINDS

12:45- 2:00 Opening Plenary

CWA Welcome

Sandy Harmsen, Chair, California Workforce Association

Executive Director, San Bernardino County WIB

Collective Impact: A Framework for Moving Collaboration from Concept to Reality

Jeff Kutash, Managing Director, FSG

Jeff will talk about Collective Impact, a process framework that can help convert the desire for collaboration and partnership into reality.

2:30 – 3:00 Refreshment Break/ Exhibit Viewing

3:00 – 4:30 SUCCESS TEMPLATES

Collective Impact: Practical Tools to Improve Outcomes

(Mark Kramer/ Matt Schubert)
A Collective Impact Intensive

Regional Sector and Cluster Strategies: State of the Art
(John Melville)

Citizen Action Teams and the Industry Leader Council: Stimulating Action in Economic and Workforce Development
(Jacqueline Debets)

Building Seamless Systems: Moving Customers through Multiple Programs and Funding Streams (Reg Javier)

The Disability Employment Initiative: A Collaborative Approach to Address the Diverse Needs of Individuals with Disabilities (Elaine Craig)

The Central California Workforce Collaborative: Improving Regional Planning, Cooperation, and Outcomes (Adam Peck)

Job Scout: Take Lessons, Earn Badges and Find Work (Brenda Kempster)

4:45 – 5:30 Regional Strategy Sessions

Use this time to meet others attending the Conference from your region. Discuss what you are hearing and learning, share ideas, deepen your understanding of collective impact. Continue work already in progress in your local area or region. Or, agree on a new initiative you want to work on together.

5:30 – 6:45 Welcoming Reception
Ferrantes Bayview (top floor of hotel)

Wednesday, September 5, 2012

7:30 – 8:30 Continental Breakfast

8:30 – 9:45 Morning Plenary

Igniting Bold Leadership: YOU Unstuck
Libby Gill

Libby Gill, executive coach, brand strategist and author of award-winning *You Unstuck: The New Rules of Risk-taking in Work & Life*, shows you how to shift your organizational mindset to create a culture of innovation. An entertainment industry veteran, Libby held top positions in public relations and corporate communications at Sony Pictures Entertainment, Universal and Turner Broadcasting and was the branding/PR brain behind the launch of the Dr. Phil Show.

9:45 – 10:15 Refreshment Break/ Exhibit Viewing

10:15 – 11:45 TRAINING & SHARING SESSIONS

Building Backbone Organizations to Support Collective Impact

(Kimberly Wicoff of Strive National) *A Collective Impact Intensive*

Spark Point: Improving Client Outcomes through Service Integration and Bundling

(Stephen Baiter)

Identifying Training and Employment Opportunities in a Time of Economic Transition

(Josh Williams)

Realizing System Change through Regionalism: How Regional Partners are Shaping the Central San Joaquin Valley's Future

(Blake Konczal/ Peter Weber)

OECD's Local Job Creation Project

(Jonathan Barr, OECD & Randall Eberts, Upjohn Institute)

Using Youth to Help Create a Skills Agenda and Put People Back to Work

Edward DeJesus, Edward DeJesus Seminars and Consulting
Imperial County WIB and other local areas

California's Entrepreneurial Workforce: Integrating Self Employment into the Workforce System

(Judy Hawkins/ CAMEO)

Memory Gardens

12:00 – 1:30 Networking Lunch

1:30 – 2:45 TRAINING & SHARING SESSIONS

The Alliance for Education: Changing a County Through the "Collective Impact" Approach

(San Bernardino)

Driving Smart Economic Growth and Job Creation

(Jim Caldwell/ Gary Craft)

Soft Skills, Contextualized Learning and the Growing Importance of Credentials

(Mitch Rosen)

Demand Side Sector Strategies 101

(Kris Stadelman & SolarTech)

Collaborating for Economic Prosperity: The Key Role of Workforce

(Susan Lovenburg/ CA Forward)

Employment Training Panel: Reaching the Incumbent Workforce

Working Together as One

(CA Employers Assn)

2:45 – 3:15 Refreshment Break/ Exhibit Viewing

3:15 – 4:15 PLENARY PANEL

Funders, Business, and Collaborators Discuss Collective Impact

The panel will provide their views on Collective Impact and its potential to help make collaborative efforts successful.

4:30 – 5:15 Regional Strategy Sessions

Continue to share what you have learned and practice playing together while at the Conference. Make it fun and mutually reinforcing (it won't work otherwise).

5:30 – 9:00 Team Building / Dinner on the Beach

Thursday, Sept 6, 2012

7:30 – 8:30 Continental Breakfast

**8:30 – 9:45 Federal and State Panel
Van**

Federal and state officials discuss opportunities they see to work together, and policies and funding mechanisms that are encouraging collaborative approaches. Panelists will also respond to issues, ideas and questions emanating from the regional strategy sessions and explore how we can move from isolated to collective impact.

10:00 – 11:30 TRAINING & SHARING SESSIONS

Tech Bonanza: Addressing the “Skills Mismatch” for ICT Job in your Region
(James Jones/ Luther Jackson)

Taking to Scale Summer Internships for Youth through Industry Driven Summer Camps (Linda Best/ Contra Costa)

National Labor Exchange: Using 21st Century Technology to Connect Employers with Workers (Charlie Terrell, NASWA)

Preparing California’s Next Generation of Teachers through Collective Impact
(Rebecca Goldberg & Margie De Ruyter)

Faster Results, Bigger Impact: Keys to Building a Culture of Collaboration in Any Partnership (Deborah Pruitt)

Best Practices in Using Real Time Labor Intelligence for Workforce Strategy
(Monster)

11:45 – Noon Conference Wrap Up